



SOCIAL MEDIA TIPS:

Don't forget - social media can be a great tool when fundraising and generating momentum for Chainbreaker! Consider using Facebook, Twitter, YouTube, Blogs, or another platform where your voice can be heard.

WAYS TO USE SOCIAL MEDIA:

- Request donations
- Recognize donors
- Share your story
- Training Updates
- Fundraising Events - raising awareness
- Media Mentions - In the News articles & interviews

SAMPLE POSTS:

Twitter >

Thanks @ptermuhlen for making a donation to our @TheChainbreaker AHC North peloton team!
#Chainbreaker18

Facebook >

I'm riding XX miles in the @TheChainbreaker ride in August and have committed to raising \$XXXX for cancer research! Please help me reach my fundraising goal by donating to my AHC North peloton team. With 100% of your donation going directly to cancer research at the Masonic Cancer Center, University of Minnesota, your donation will make a difference!

<https://chainbreakerride.org/rider/peloton/84>
#CBRider

HASHTAGS:

- Include the following hashtags in your social media posts, so that people know you are referring to Chainbreaker Ride 2018, so that it becomes indexed or searchable by other users on your preferred social media platform.

- #ChainbreakerRide
- #Chainbreaker18
- #CHNBRKR18
- #CBRider
- #CBVolunteer
- #GOpherACure
- #WeAreGritty

You can also include a shout out to Chainbreaker by mentioning them in a post on their official social media platforms - Facebook, Twitter and Instagram using the handle - @TheChainbreaker.